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## Fax Cover Sheet

Date: 17 Dec 2008

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Application/Control Number: 10/812,417	Art Unit: 2167
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## Comments:

Attached are proposed claim amendments to improve clarity of the claims and to put the case into condition for allowance. Please let me know by Friday 10am (ET), December 15, 2008 whether the amendments are accepted, so that an examiner's amendment may be done.

Number of pages 1 including this page

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Proposed Claim Claims:

1. (Currently Amended) A method comprising the steps of:

receiving, at a server comprising a central processor, rating information associated with contents of a document from the one or more evaluators;

identifying, at the server, at least one a trust score for each of the one or more evaluators, each trust score being a measure of an extent to which a respective evaluator's rating information is considered in determining an aggregate rating, each trust score based on factors associated with the respective evaluator;

wherein each trust score is based on a rating deviation of an the respective evaluator, wherein the rating deviation is based on a comparison of (i) rating information for one or more documents received from the evaluator and (ii) rating information for the one or more documents received from one or more other evaluators;

identifying, at the server, a sensitivity score, the sensitivity score indicating a level of conservatism in determining the aggregate rating, wherein a high sensitivity indicates a higher degree of conservatism in determining an aggregate rating;

determining, at the server, the aggregate rating for the document based on the rating information, the trust scores, and the sensitivity score;

receiving a request from a recipient for a document using a computer;

identifying, at the server, a suitability [[standard]] profile associated with the recipient, where the suitability profile determines whether any information relating to the preferences of the recipient are stored in a suitability database, and is used to select a document appropriate for the recipient; and

determining whether to deliver the document in response to the request for the document based on the suitability [[standard]] profile of the recipient, and the aggregate rating of the document,

wherein determining whether to deliver the document further comprises determining whether to deliver the document based on whether the suitability profile for the recipient satisfies the aggregate rating; and

delivering the document to user or content provider if the suitability profile for the recipient satisfies the aggregate rating.

2. - 4. (Cancelled)

5. (canceled)

6.-7. (Cancelled)

8. (previously presented) The method of claim 1, wherein each trust score is based on a geographical location of the respective evaluator.

9. (previously presented) The method of claim 1, wherein each trust score is based on one or more prior content ratings received from the respective evaluator~~x~~

10. (previously presented) The method of claim 1, wherein each trust score is based on an industry associated with the respective evaluator.

11. (cancelled)

12. (previously presented) The method of claim 1, wherein each trust score is based on a rating deviation of the respective evaluator, wherein the rating deviation is based on a comparison of (i) rating information for one or more documents received from the evaluator and (ii) aggregate ratings for the one or more documents.

13. (previously presented) The method of claim 1, wherein the at least one trust score is based on rating information previously received from the respective evaluator for one or more documents.

14. (Previously Presented) The method of claim 1, further comprising:  
determining one or more revised trust scores for one or more of the one or more evaluators; and  
determining a revised aggregate rating based on the one or more revised trust scores.

15. (Cancelled)

16. (Original) The method of claim 1, wherein the document is an advertisement.

17. (previously presented) The method of claim 1, wherein the document comprises at least one of a web page, content that can be used in a web page, or a program.

18. (Cancelled)

19. (previously presented) The method of claim [[18]] 1, wherein the one or more evaluators are selected using a random selection algorithm.

20. (Cancelled)

21. (Previously Presented) The method of claim 1, further comprising: receiving new rating information for the document; and processing the new rating information to determine a revised rating associated with the document.

22. (Original) The method of claim 1, wherein the aggregate rating comprises one or more subject ratings, each associated with an evaluation criterion.

23. (previously presented) The method of claim 22, wherein the evaluation criterion comprises at least one of sexual content, violent content, adult content, or targeted age.

24. (Original) The method of claim 1, wherein the aggregate rating comprises a quantity.

25. (Original) The method of claim 1, wherein the aggregate rating comprises a mean of the rating information.

26. (Original) The method of claim 1, wherein the aggregate rating comprises a mode of the rating information.

27. (Original) The method of claim 1, wherein the aggregate rating comprises a median of the rating information.

28-29. (Cancelled)

30. (Currently Amended) A system comprising:

~~rating receiving means for receiving rating information associated with a content of a document from the one or more evaluators;~~

~~means for identifying a trust score for each of the one or more evaluators, each trust score being a measure of an extent to which a respective evaluator's rating information is considered in determining an aggregate rating, each trust score based on factors associated with the respective evaluator, wherein the at least one trust score is associated with a specific one of the one or more evaluators;~~

~~means for identifying a sensitivity score, the sensitivity score indicating a level of conservatism in determining the aggregate rating;~~

~~means for determining [[an]] the aggregate rating for the document based on the rating information, the trust scores, [[and]] the sensitivity score and the at least one trust score;~~

~~signal receiving means for receiving a request from a recipient a signal relevant to a criteria; and~~

~~means for identifying a suitability standard associated with the recipient; and~~

~~determination means for determining whether to deliver the document in response to the signal based on the criteria and the suitability standard and the aggregate rating;~~

~~a server comprising a central processor;~~

~~rating receiving means for receiving, at a server, rating information associated with contents of a document from the one or more evaluators;~~

~~means for identifying, at the server, a trust score for each of the one or more evaluators, each trust score being a measure of an extent to which a respective evaluator's rating information is considered in determining an aggregate rating, each trust score based on factors associated with the respective evaluator;~~

~~wherein the at least one trust score is associated with a specific one or more evaluators and wherein each trust score is based on a rating deviation of the respective evaluator, wherein the rating deviation is based on a comparison of (i) rating information for one or more documents received from the evaluator and (ii) rating information for the one or more documents received from one or more other evaluators;~~

~~means for identifying a sensitivity score, at the server, the sensitivity score indicating a level of conservatism in determining the aggregate rating, wherein a high sensitivity indicates a higher degree of conservatism in determining an aggregate rating;~~



means for determining the aggregate rating , at the server, for the document based on the rating information, the trust scores, and the sensitivity score;

receiving means for receiving a request from a recipient a signal relevant to a criteria for a document;

means for identifying a suitability [[standard]] profile, at the server, associated with the recipient, where the suitability profile determines whether any information relating to the preferences of the recipient are stored in a suitability database, and is used to select a document appropriate for the recipient; and

determination means for determining whether to deliver the document in response to the request for the document based on the suitability [[standard]] profile for the recipient, and the aggregate rating of the document.

wherein determining whether to deliver the document further comprises determining whether to deliver the document based on whether the suitability profile for the recipient satisfies the aggregate rating; and

delivering the document to user or content provider if the suitability profile for the recipient satisfies the aggregate rating.

31-35. (Cancelled)

36. (cancelled)

37. (Cancelled)